

Application No. 10/666,420

AMENDMENTS TO THE CLAIMS:

1. (Currently Amended) A two-part label for displaying product information on an edge portion of a shelf, comprising:

a label sheet having upper and lower end portions defining respective first and second parts of said label, and first and second faces;

said second face of said label sheet having adhesive provided thereon for adhesively coupling at least a portion of said label sheet to the edge portion of the shelf;

said first face of said label sheet having the product information printed thereon;

said label sheet having a first line of weakness formed within said label sheet extending between said upper and lower end portions and defining a line separating said upper and lower portions into said first and second parts so that said upper and lower end portions are separated from one another when said label sheet is broken along said first line of weakness, [said line of weakness being oriented substantially parallel with lines of said product information printed on said first face]; [and]

a liner sheet operatively coupled to said adhesive and the second face of said label sheet[[.]];

a second line of weakness formed within said liner sheet and having a closed shape to define a secondary liner that is selectively separable from said liner sheet, said secondary liner having a size and shape approximately a size and shape of said lower end portion of said label sheet:

wherein said lower end portion of said label is larger than said secondary liner.

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2. Cancelled.
3. (Currently Amended) The label of claim 1 [[2]] wherein said secondary liner is located on the lower end portion of said label sheet.
4. Cancelled.
5. (Currently Amended) The label of claim 1 [[4]] wherein said secondary liner is slightly smaller in size than the lower end portion of said label sheet.
6. (Previously Presented) The label of claim 5 wherein said secondary liner is positioned with respect to the lower end portion of said label sheet so that if said secondary liner is separated from said liner sheet and said liner sheet is separated from said label sheet, a portion of the second face of said lower end portion of said label sheet will become exposed.
7. (Previously Presented) The label of claim 1 wherein the upper end portion of said label sheet is provided with a size approximating a size of a width of the edge portion of the shelf.

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8. (Previously Presented) The label of claim 1 wherein said liner sheet is comprised of a lightweight, non-curl liner material.
9. (Previously Presented) The label of claim 1 wherein said liner sheet material is comprised of polypropylene.
10. (Previously Presented) The label of claim 1 wherein the product information is printed on the first face of said label sheet by flash fusion.
11. (Previously Presented) The label of claim 1 wherein the first surface of the lower end portion of said label sheet is provided with promotion-specific information relating to the product.
12. (Previously Presented) The label of claim 1 wherein said label sheet includes a plurality of label sheets, each having respective upper and lower end portions, and respective first and second faces, and respective first lines of weakness separating said upper and lower end portions, said label sheets being operatively coupled to said liner sheet in spaced-apart relationships with one another.

13-19. (Canceled)

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20. Cancelled

21. (Currently Amended) In combination, a label and an object to which the label is secured, said combination comprising:

a label sheet having upper and lower end portions and first and second faces;
said second face of said label sheet having adhesive provided thereon for coupling said upper portion of said label sheet to an edge portion of an object to which the label is attached;
said first face of said label having product information printed thereon;
said label sheet having a line of weakness formed thereon and extending between said upper and lower end portions and defining a line separating said upper and lower end portions so that said upper and lower end portions are separated from one another when said label sheet is broken along said line of weakness;
a secondary liner coupled to said lower end portion of said label sheet, said secondary liner having a size and shape approximating a size and shape of said lower end portion; and
wherein said lower end portion extends substantially vertically below the upper end portion and not in contact with the object.